

## Center for Cultural Tourism

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This proposal seeks to introduce a series of interventions to create a new district to celebrate the diversity and create a marketable commodity for the central business district of Lincoln Park, Michigan. The creation of the cultural district to address the many challenges that face this strip of commercial frontage, instead of a seeking to preserve a singular entity this proposal seeks to identify the hidden potential that lies within this

strip. What has been identified from analyzing 1661 Fort Street, the former Mellus Newspaper Building, is that preserving or demolishing this single building will not solve the depression that is present along this frontage.

The first step in addressing the issues of this site is to identify the hidden potential and exploit that potential as a tool in the creation of this new district. The buildings that are identified above as blocks of color represent close to

Renovate Park Theater into a Performance Hall

Renovate existing vacant bank into After School Art Center

Additional Artist [Live / Work] Gallery

Additional potential space for After School Art Center

Existing Mellus Newspaper Building converted into Artist [Live / Work] Gallery

For Future Use



^ Hidden Potential

80% vacancy between Oconnor Avenue and Arlington Avenue. This level of vacancy has profound impacts on the perception of the surrounding area. Because of this perception, pedestrian movement is affected on multiple fronts.

One front is to be selective in what buildings are chosen to be adapted to determine the greatest impact that can be generated with minimal input. Within this district three buildings

are identified which can offer the greatest amount of activity at various times of the day and season. A major component of this proposal relies upon either the city or an individual purchaser to conduct a search for artists who will take residency within the Live / Work Gallery for a determined period in exchange for reduced or free rent.

Starting with the conversion of the Mellus Newspaper Building into an Artist Live / Work Space for the resident artist



^ Site Strategy

True North  
Master Plan

to both display and sell their work. This action works to help Lincoln Park in two ways first it provides a spotlight onto the culture of Lincoln Park and secondly, it begins to act as an activity generator, by those seeking the produced works.

The second conversion is the former bank into an After School Art Center, which creates a place where teens can express themselves by finding a creative outlet. The third building

will introduce entertainment into the district by converting the Park Theater into a performance space, for the purpose of providing creative outlets for a more broad audience.

To sustain this development this proposal calls for the introduction of a Geo Field in the empty lot behind the Mellus Building. This area will provide athletic fields and a small park covering a field of the geothermal wells providing energy for the district.

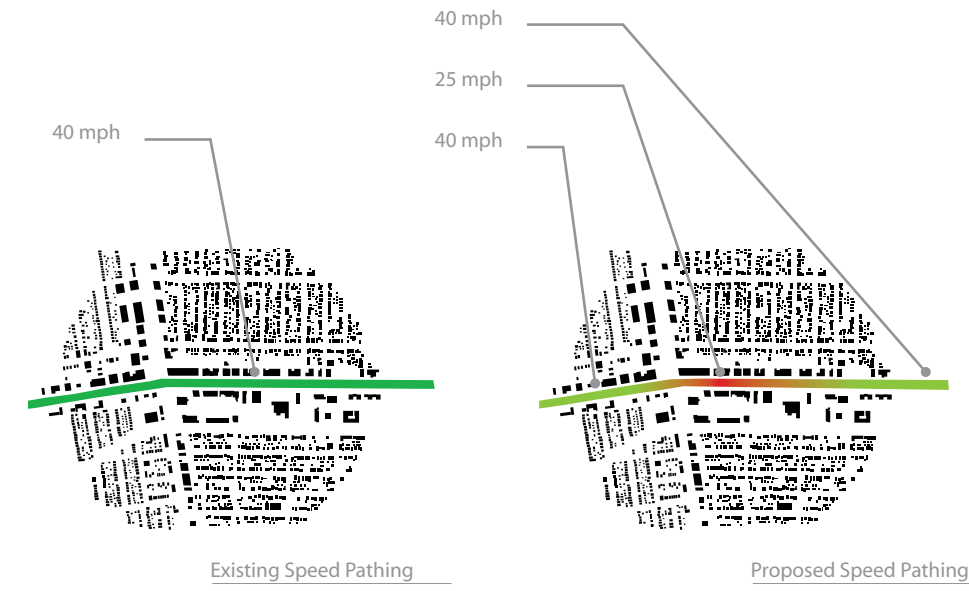


^ Street Strategy

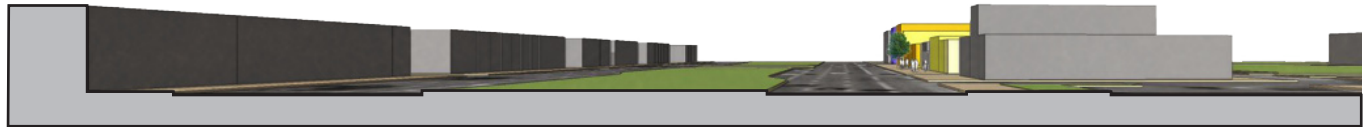
True North

Master Plan

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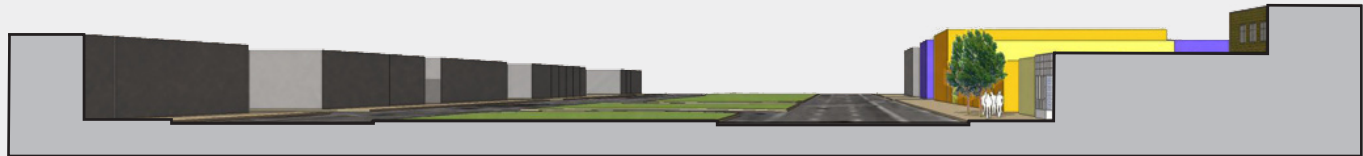
Another issue involving this site is the lack of connection between one side of Fort Street and the other. Because Fort Street is identified as a state highway and includes parking lanes, turn lanes, 6 lanes of traffic traveling at speeds of 40+ mph and a 60' median, reducing the speed and shifting the visual perception for both the pedestrian and the vehicle are integral components to the success of the central business district.



[1] Vehicle Dominant Spatial Perception  
[Existing Condition]



[1] Compressed Vehicular with  
Increased Pedestrian Perception  
[Proposed Condition]



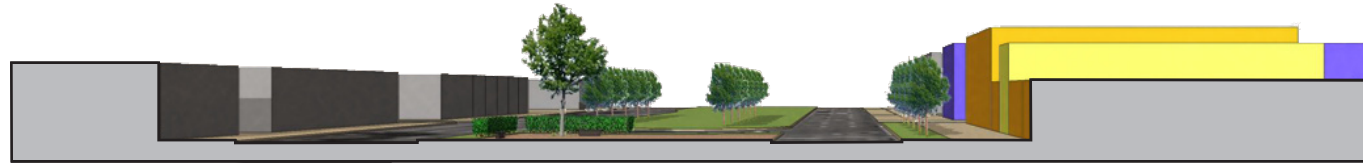
[2] Vehicle Dominant Spatial Perception  
[Existing Condition]



[2] Compressed Vehicular with  
Increased Pedestrian Perception  
[Proposed Condition]

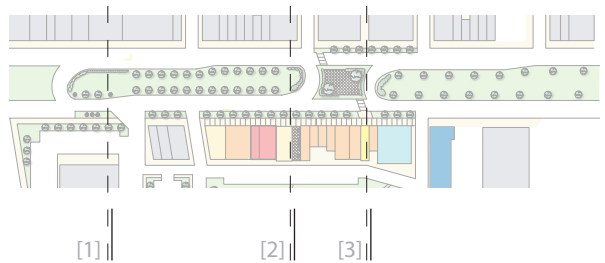


[3] Vehicle Dominant Spatial Perception  
[Existing Condition]



[3] Compressed Vehicular with  
Increased Pedestrian Perception  
[Proposed Condition]

^ Compression



For the pedestrian, it is the removal of the parking lane along Fort Street. This allows for 12 feet of additional pedestrian zone to act as a buffer to reduce nose and also increase the space perceived from the sidewalk. This reduced the perceived width in the car from 180 feet to 60 feet. This overall new friendlier pedestrian zone compresses the perception felt by the driver as they pass through this location.

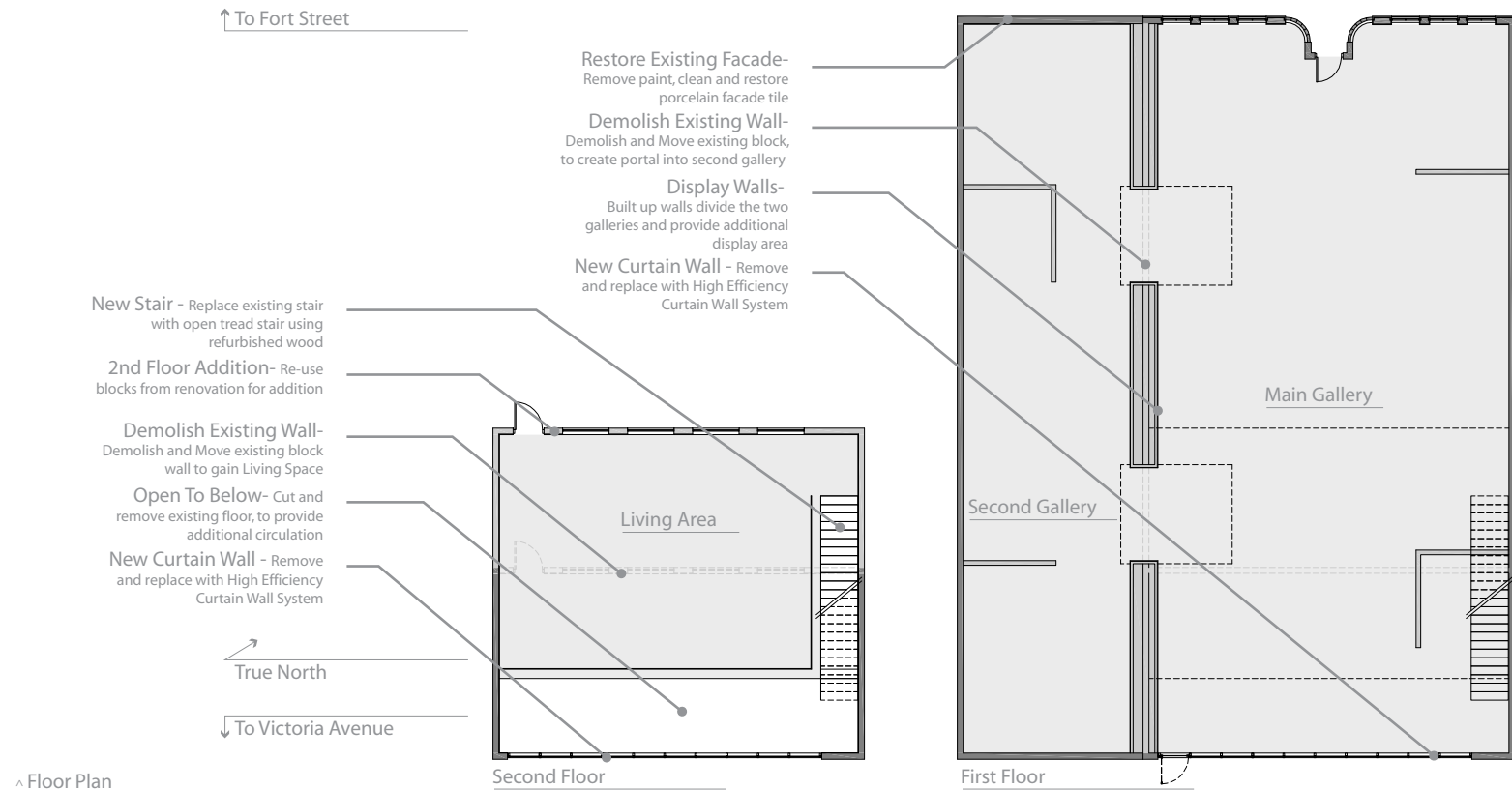
One positive aspect of the reduction of the lanes and the speed is that Lincoln Park will gain increased visibility that will distinguish their Central Business District apart from the rest of Fort Street.



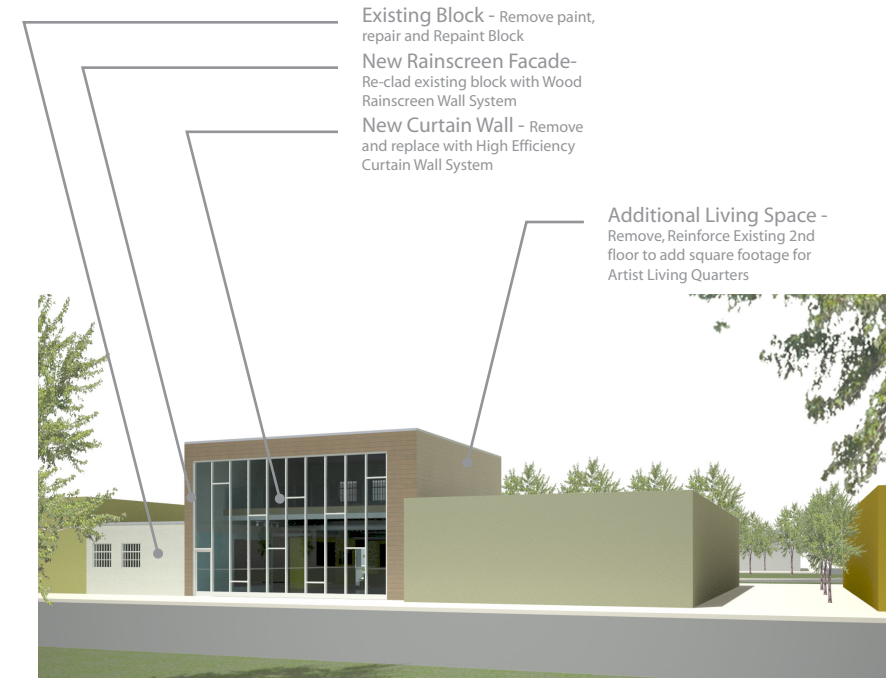
## Artist Live / Work Space

One component of this proposal is the conversion of the Mellus Newspaper Building into a space where chosen artists can live and work for free for a set amount of time before moving on. This program combined with the After School Arts Center is intended to create collaboration and mentoring between the visiting artist and the local teens at the center. To accomplish this the artist will need space to work as well as display their works. The restoration

of the Fort Street Facade of the Mellus Newspaper Building serves to further enhance the cultural diversity of Lincoln Park. However, the Virginia Avenue elevation could deviate from the restoration to accommodate the expansion of the second floor for larger living quarters. To effectively create an atmosphere of vibrancy and activity the Virginia elevation receives a new design intended to create interest while providing comfort to the artist.



^ Floor Plan



The interior space is divided into three areas, the first is the Main Gallery which allows flexibility for rotating exhibits showcasing the resident artists work and the work of the students. The Second Gallery is intended as a rotating space that can be leased out to other artists. The third space is the expanded Living Quarters for an artist and their family, or could change to dormitory type accommodations for two artists.

As was stated at the start of this proposal, the successful regeneration of Fort Street, hinges not on whether a building should be demolished or preserved but in the success of the entire streetscape. The main issue hindering the successful development the present lack of connections that exist between each side of Fort Street.